

GOING CASHLESS OFFERS PEACE OF MIND

SHAKESPEARE PRIMARY GOES CASHLESS

Shakespeare Primary school is one of 8000 schools using ParentPay. Like many, they started out with a simple objective, however, they soon found the vast majority of parents and staff saw the advantages of a cashless school environment.

Like many School Business Managers, Deborah Latham from Shakespeare Primary School in Lancashire, was concerned about the problems associated with the collection of cash in school.

With a large amount of cash being brought into school, the manual procedure in place was open to error: "Children sometimes left money in book bags or coats and parents insisted they'd sent money in that never arrived."

THE ROLL OUT PROCESS

The school started using ParentPay to collect payments for uniform, which happened to 'tie in nicely' with their existing procedure for uniforms. Then they added school meals, trips and clubs.

Deborah explains how Shakespeare School kept their parents up to date:

"When we introduced ParentPay to Shakespeare, we provided each of our parents with a detailed leaflet to explain what it was, how it worked and when it would be introduced. We made sure our parents were fully informed going into this decision and understood how this would benefit not only them, but the school too.

For our school, collecting payments online was necessary to gain more financial security: this was the driving force behind our decision to push forward with notifying and helping parents.

Providing a specific payment solution, whilst offering flexibility has worked well for us.

If parents are unable to pay online, they call the school and make an immediate payment over the phone. This is convenient as we receive the payment sooner and the parent doesn't need to visit the school.

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OBJECTIVE

Manage staff time more effectively and give parents peace of mind that payments are received.

SOLUTION

Introduce online payment system that includes school - parent communication.

OUTCOMES

Reduced parental queries and debt, resulting in more administrative time freed up for staff to put to better use on more important tasks



Parents are making larger payments as it's more convenient and safer online.

Lyn Scully,
Ravenswood Primary School

TO FIND OUT MORE OR ARRANGE A FREE VISIT
PLEASE CALL 02476 994 870

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Ensuring there are easier methods of payment has changed our school dramatically; paying via credit/debit card is most popular amongst parents, PayPoint is used less as they see how easy and convenient the online alternative is.

Paying online is accepted as common practice now.

The system also offers control of minimum payments, for school meals we set this to £10 meaning parents must pay enough to cover any small debt, or ensure there is credit on their child's account to cover the cost of meals for the week."

SAVE TIME AND PEACE OF MIND

Deborah says "A big factor for us is the amount of time saved since implementing ParentPay; No more counting loose change, or dealing with angry parents because their money hadn't made it to the office. As a result, we all have total peace of mind. We're able to track payments and chase up outstanding ones safe in the knowledge they haven't been paid yet, a big plus."

REDUCED DEBT

Shakespeare Primary school have benefited from collecting payments online in a number of ways: "We have seen a noticeable difference in how our parents pay. More are paying in advance, some as far as a term for school meals, which was unheard of before ParentPay. Parents are making larger payments as it's more convenient and safer online. Which has also reduced the debt we used to see."

USEFUL TIPS

- 1. AGREE A CASHLESS STRATEGY WITH SLT AND COMMUNICATE THIS TO ALL STAKEHOLDERS**
Your strategy could be something as simple as: From next term we'll be offering and encouraging parents to pay for items online, helping us reduce cash in school. Our aim is to be totally cashless in 5 years. Or your strategy could be more aggressive: All parents must pay online or through PayPoint from next term.
- 2. HAVE A PLAN THAT CAN DELIVER YOUR STRATEGY**
Plan key timescales including an onsite system demonstration, getting sign-off by SLT/Governors, staff training and roll-out. ParentPay advisors can help you with this.
- 3. RAISE AWARENESS AND INTEREST**
Central to your plan should be communication with parents and staff. Keep communication simple and positive. Our advisors can work with you to plan communications to suit your school. Aside from using your website, you could also use letters and emails as well as parent's evenings and events.
- 4. SPARK ACTION**
Consider a promotion to encourage parents to pay online or through PayPoint. Eg: for a specific event or school trip.
- 5. BE INCLUSIVE AND PROVIDE FOR CASH BASED PAYERS**
94% of parents prefer to pay online, but for those who don't or can't, sign-post them to PayPoint. There are over 33,000 local shops offering PayPoint across the UK.

GET STARTED, IT'S SIMPLE

Our experienced advisors are ready to help, they can answer any questions you may have; provide a quote for your school; or give a demonstration of our system. You can even arrange to see us in person; we'll visit your school and show you and your staff how it all works.

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